

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
March 20, 2008**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Jose Malagon, Vice President	Hollywood Media Center
	Aziz Banayan	Algert Co., Inc.
	Michael Gargano	Argent Ventures and Millennium Partners
	Lynda Bybee	Metro
	Alan Sieroty	Sieroty Company
	Ron Radachy	Oasis of Hollywood
	Tej Sundher	Hollywood Wax Museum
	Hilary Royce	Church of Scientology International
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Directors Absent	Frank Stephan, Treasurer	The Clarett Group
	Nathan Korman, Secretary	NBK, LLC
	Bill Hertz	Mann Theatres
	Thaddeus Smith	The Music Box Theatre
	Captain Clay Farrell	LAPD (Ex-officio Member)
	Tom Leaper	RBZ (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Katie Zandona	HPOA
Guests	Bill Farrar	Andrews International
	Joe Salazar	Andrews International
	Don Scott	Hollywood Central Park Coalition
	Steve Seyler	Andrews International
	Patricia Spinneberg	Economic Development Manager, City of LA

**I. Call to Order**

The meeting was called to order by President Chris Bonbright at 4:08 p.m.

## II. Public Comment

A. Patricia Spinneberg from the Economic Development Division of the City of Los Angeles discussed rate enterprise zone credits available to businesses in the area that include tax rebates that all businesses in Hollywood are eligible for. Spinnesberg discussed how the enterprise zone credits are an incentive to bring businesses and developers to Hollywood. Spinneberg left information on tax rebate program and hiring credits for board members.

B. Don Scott from the Hollywood Freeway Central Park Committee discussed the Hollywood Freeway Central Park concept. Scott reported that the committee recently met and signed a contract with Edaw to perform the engineering study (that will dictate the length of the park) on the park. Scott discussed how the Community Redevelopment Agency (CRA) is helping fund the six-month study and how public safety will be a huge concern. Scott reported on how the social benefit of the 24-acre park will be to energize the area. Scott discussed how Dallas is working on a 10-acre park right now and that similar ideas are being vied for in Downtown Los Angeles, Ventura and possibly around the Cathedral (China Town/Olivera Street) boundary. The second community meeting will be held on April 12 and the third community meeting will be held on June 7. Scott reported that local politicians are on board with the HFCP for several reasons: Additional park space, no eminent domain, the park is viewed as a way to manufacture (not purchase) the land. Scott encouraged the HPOA board to get involved by writing a letter in support of the park and sending it to him; and also by encouraging others to get involved. Scott discussed the HFCP visual concept by describing it as having a lot of green space, a playing field, a pedestrian mall path, a fountain, a large square, an amphitheater and a band stand.

## III. Approval of Minutes

It was moved by Jose Malagon, seconded by Tej Sundher and **CARRIED to approve the minutes from the Feb. 21, 2008 board meeting.** All board members in attendance voted in favor of the motion, with the exception of board members Hilary Royce and Chris Bonbright, both of whom abstained because they were not present at the Feb. 21 board meeting.

## IV. Treasurer's Report

A. Kerry Morrison reviewed the Treasurer's Report from Feb. 28, 2008 with the board. Morrison discussed how she is working on scheduling the next Finance Committee meeting to discuss (among other issues) RBZ's monthly retainer and the scope of their work for HPOA. Morrison discussed the new format to report the Central Hollywood Coalition (CHC)/Hollywood Entertainment District (HED) expenses and indicated that this format may be improved after a review by the Finance Committee. Morrison reported that \$937,000 in assessment revenue came in in February and that approximately \$95,000 will be reimbursed to the HED account from the CHC contract revenues from 2007. Morrison discussed how Muni Financial is requesting additional money for work services performed on drafting the Management District Plan for BID renewal. Morrison discussed that the HED's financial review is due to the city on May 1 and that the cost for the review is \$5,000 and is currently in the budget. Lynda Bybee suggested that staff attempt to e-mail the financial report in advance of the meeting so there is time to review the document.

Approval of the Treasurer's Report was moved by Lynda Bybee, seconded by Jose Malagon and **CARRIED to approve the Treasurer's Report from Feb. 28, 2008.** [Unanimous]

V. Committee/Activity Reports

A. Marketing Committee:

1. Navigate Hollywood Web site: Katie Zandona reported that work on the Navigate Hollywood Web site is officially underway. Zandona informed the board that HPOA staff had a successful project kick-off meeting with Web design firm Urban Insight and that the creation of the site is moving along. Zandona discussed that HPOA had reached its fundraising goal of garnering \$31,000 in pledges that will be utilized to fund the creation of the site. Zandona reported that a representative from each of the entities that contributed to the Navigate Hollywood Web site will be invited to attend a meeting to provide content for the Web site, once the general Web site infrastructure is in place.

2. Fashion Week: Zandona informed the Board that she, along with Craig Donahue from the Sunset and Vine BID, accompanied representatives from IMG (the company that produces Fashion Week) on several more tours of potential venue locations in Hollywood. Venues toured include, Social Hollywood, Boulevard 3 and the Hollywood Palladium. Zandona discussed how IMG had indicated in conversation that they were leaning toward having Los Angeles Fashion Week held in Hollywood versus Downtown Los Angeles, but that nothing has been officially confirmed or decided upon. Zandona reiterated that the office of Council District 13 is in favor of moving the event to Hollywood as well.

4. 2008 – 2009 Visitors Guide: Zandona reported that HPOA had begun work on the 2008-2009 Hollywood Visitor Map & Guide that will be created in partnership with *WHERE* magazine. Zandona informed the board that the design of the overall guide will be updated and that information on participating in this year's map and guide will be distributed to appropriate individuals in the HED and Sunset & Vine BID in April.

B. Security Committee:

1. PATH/United Way Business Outreach Initiative: Morrison discussed the business roundtable that will be held on April 30 with Philip Mangano, the executive director of the United States Interagency Council on Homelessness. Morrison informed the board that the United Way and the mayor's office may potentially want to use this as a model for the Los Angeles business community. United Way is paying for all of Mangano's expenses and the roundtable will be in a controlled environment and by invitation only. Morrison said that the goal of the roundtable is to encourage the business community to have dialogue with Mangano and listen to his perspective on solving homelessness. Morrison discussed the importance of creating a registry of Hollywood's homeless, so that necessary parties know who Hollywood's most vulnerable homeless are. It is estimated that the registry will cost about \$8,000 to \$10,000 to create and Morrison requested that the HPOA donate \$1,500 toward the overall cost. Morrison informed the board that on the night of Tuesday, March 25, there will be a preliminary count of all the homeless in a "box" area in Hollywood. Morrison discussed how volunteers will be meeting at 10 p.m. at the police station and will be divided up in teams to do the physical count.

It was moved by Aziz Banayan, seconded by Ron Radachy and **CARRIED to approve the contribution of \$1,500 toward Common Ground/PATH count/registry process to identify all homeless individuals in specified boundary area.** [Unanimous]

2. Meeting with Feeding Programs: Morrison reported that on Tuesday, March 25, there will be a meeting of all feeding programs (eight total) at the Chamber. Morrison is on a subcommittee of PATH's project YIMBY effort and this is intended to encourage communication and potential collaboration amongst these providers (six of which serve within or are immediately adjacent to the BID).

3. Noise Abatement Issues: John Tronson reported on complaints of nightclub noises and how the Los Angeles Police Department is acknowledging that there is not much they can do about it, given current city codes. Tronson discussed that the HPOA should possibly pioneer a new ordinance. Aziz

Banayan inquired about other cities that have noise ordinances in place. Morrison discussed organizing a late-night tour of bars/clubs to see what goes on (especially after hours). Jose Malagon talked about traffic congestion when clubs let out at 2 a.m. and made a suggestion to stagger let out times. The importance of making sure that security is not only inside venue, but also outside of venue, was also discussed.

4. Andrews Roll Call: John Tronson reported on how he and Chris Bonbright met with Andrews International to thank all the officers for their service to the BID. Steve Seyler talked about the credibility of Andrews in the eyes of the LAPD. Tronson recognized the efforts of Andrews International on the homeless outreach front.

5. Selma Park Celebration: Morrison discussed a May 24 family-centric event that will celebrate the recent efforts that led to Selma Park/Playground becoming a neighborhood park for kids.

C. Streetscape Committee:

1. Report from March 7 side and back streets walk thru: Sarah MacPherson recapped the tour and noted that the Streetscape Committee is looking at locations (that don't necessarily receive a lot of attention) to place shade canopy trees. MacPherson reported that tour participants identified approximately 41 locations to plant trees. MacPherson said that special projects funds will be used to support the project and will allow for approximately 30 to 40 trees to be planted.

2. Update on Tree Trimming in BID: MacPherson reported that annual tree trimming costs are being quoted higher than in years past by landscape company TruGreen. MacPherson tabled the action item listed on the agenda, as she would like to get additional bids from other vendors.

3. News Rack Ordinance Update: MacPherson discussed how the Newspaper Publisher Lobby wants changes to the current news rack ordinance, which has yet to be completely implemented. MacPherson noted that the most significant changes the lobby wants to make are to be able to place news racks in front of historic properties and on narrow streets. MacPherson said the city is working on coming up with a compromise. MacPherson reported that the situation is very frustrating for those who have fought for years for the current ordinance.

VI. Old Business

A. BID Renewal Activities:

1. Progress Report: John Tronson reported that progress is being made and that the Management District Plan and Engineer's Report have survived the first round of reviews by the office of the City Clerk. City staff recommended several requested changes, including the tightening of some language and some revisions to the timing of the Alley Overlay Zone. As a result, Morrison is recommending to the BID Renewal Steering Committee an alley assessment in 2009, instead of 2010. Those alleys for which there are legal permits that allow for gates or are legally inaccessible will be removed from the roll each year for which the permits are provided. Aziz Banayan informed the board of an April 11 meeting at which the CRA will speak about a plan Hollywood's alleys.

2. Change Order to Increase Muni Financial Agreement: As mentioned during the January and February 2008 meetings, Morrison informed the board that due to the extensive work and research Muni Financial had completed for BID renewal, Muni was requesting that the original amount proposed for the work of \$17,000 be increased (almost doubled) given their actual costs. Morrison discussed how the extra labor was due to the research and development of the proposed changes in the BID's methodology (example: corner parcels, new zones of benefit, etc.). Aziz Banayan questioned if additional costs would incur beyond what is now being proposed. Morrison indicated that any additional work performed during March and through the end of the BID formation process would be additional. The HPOA board discussed paying half of the additional amount that Muni is requesting, but Lynda Bybee

recommended that if there were tasks performed that were not originally contemplated by either partner, that MuniFinancial be compensated for those.

It was moved by John Tronson, seconded by Aziz Banayan and **CARRIED to approve a change order to negotiate a payment to Muni which reflects full compensation for those tasks not originally estimated in the original scope of work and to split the difference (between estimated hours and actual hours) on those tasks for which Muni underestimated their time.** [Unanimous]

#### VII. New Business

A. Lynda Bybee discussed Metros's transportation plan, which is currently in 45-day review phase. Bybee mentioned that Assembly member Mike Feuer might get this on the November ballot in attempt to bring in additional funding. Bybee invited all to attend any public meetings and said she is available to discuss Metro's plan at other meetings.

B. Street Closure Committee Update: Tej Sundher reported on how MTV is looking to do a multi-day event in Hollywood (concerts, etc.) in September. Sundher said he will forward event information to Morrison and mentioned that the event had not been approved by the Street Closure Committee just yet.

#### VIII. Report from Executive Director

A. Morrison had nothing to report.

#### IX. Next Meeting

The next meeting is scheduled for Thursday, April 17, 2008 at 6 p.m. in suite 200 of the Taft Building (1680 Vine St., Hollywood, CA, 90028).

#### X. Adjournment

There being no further business the meeting was adjourned by President Chris Bonbright at 5:59 p.m.